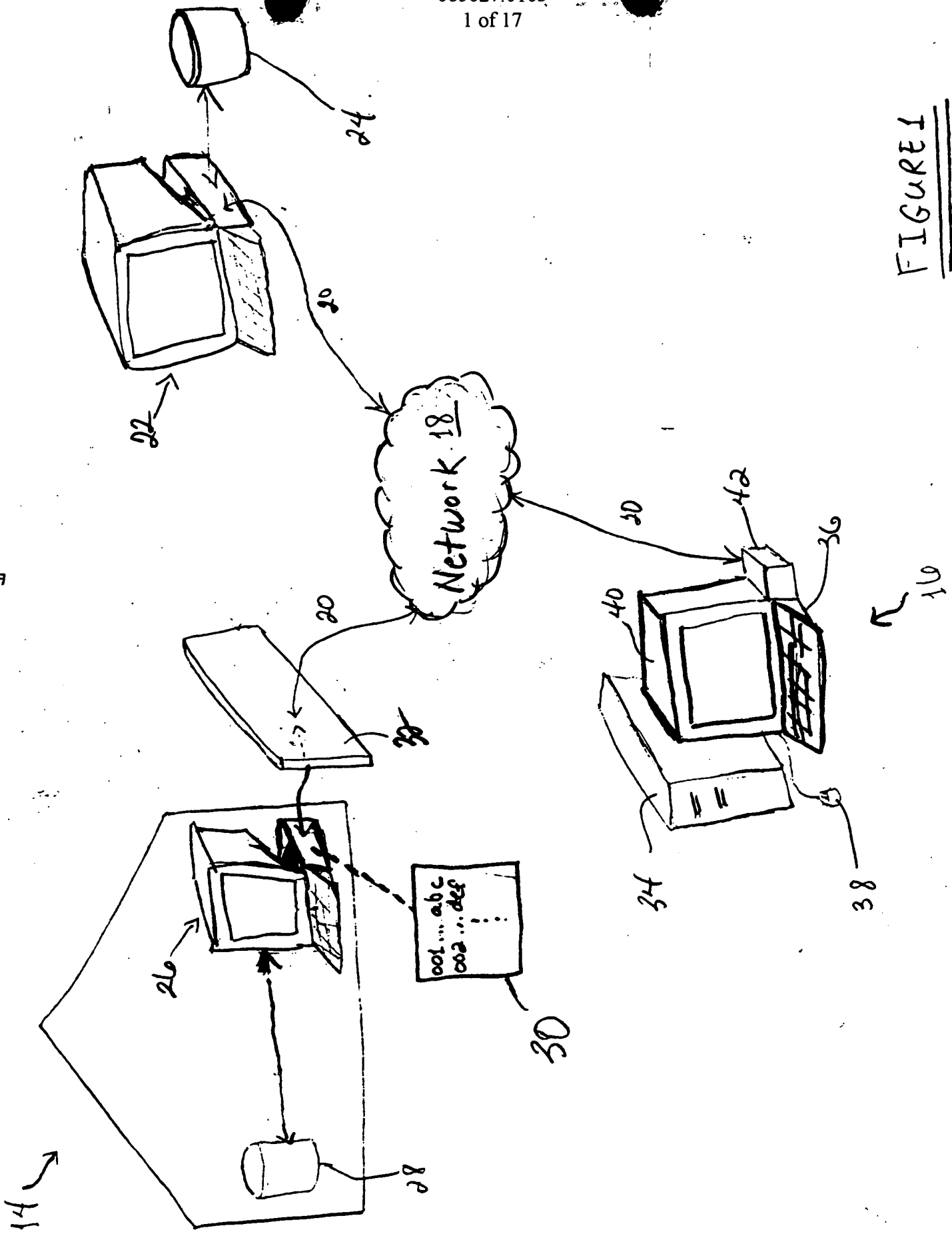
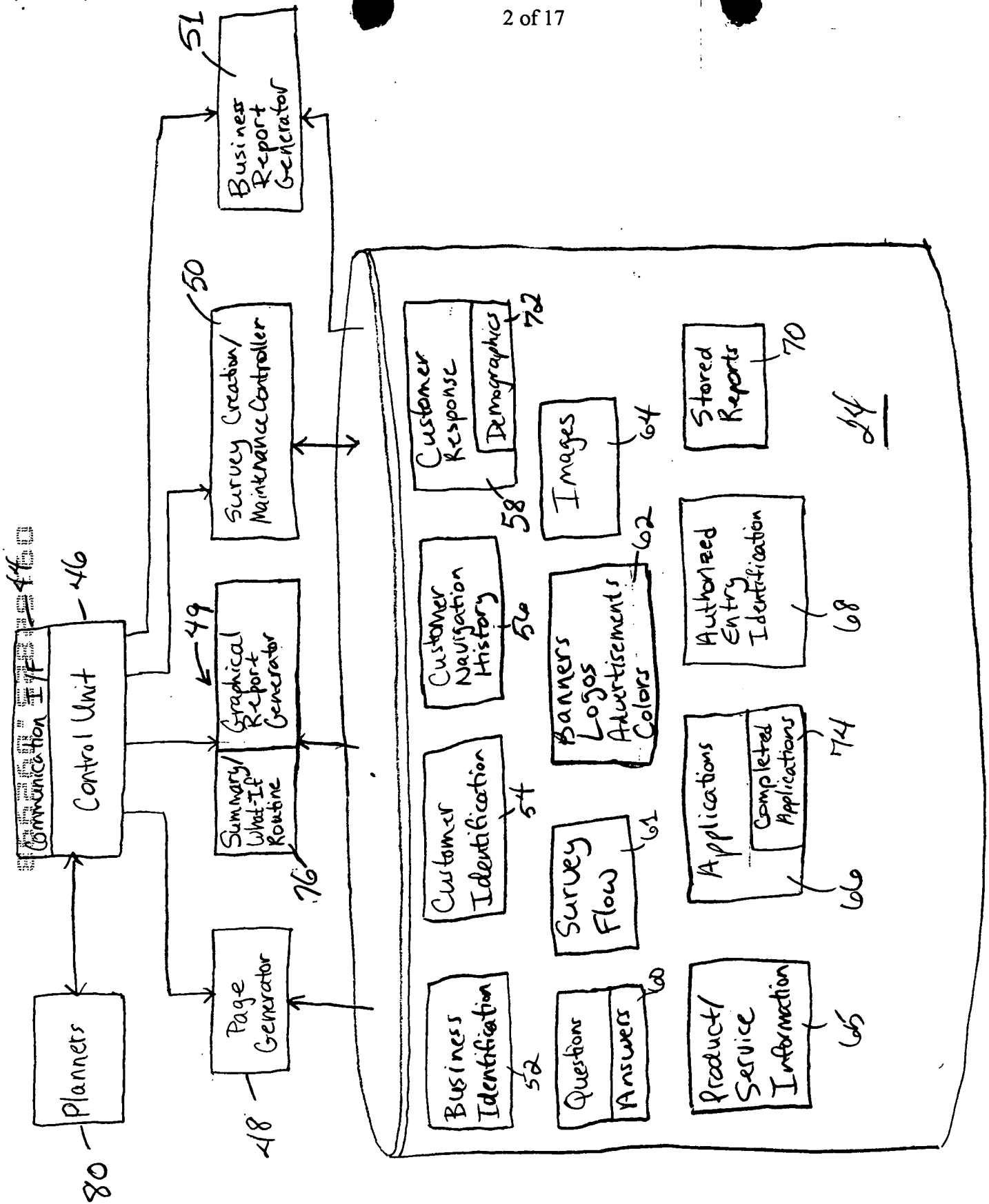


12

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FIGURE 1



FIGURE 2

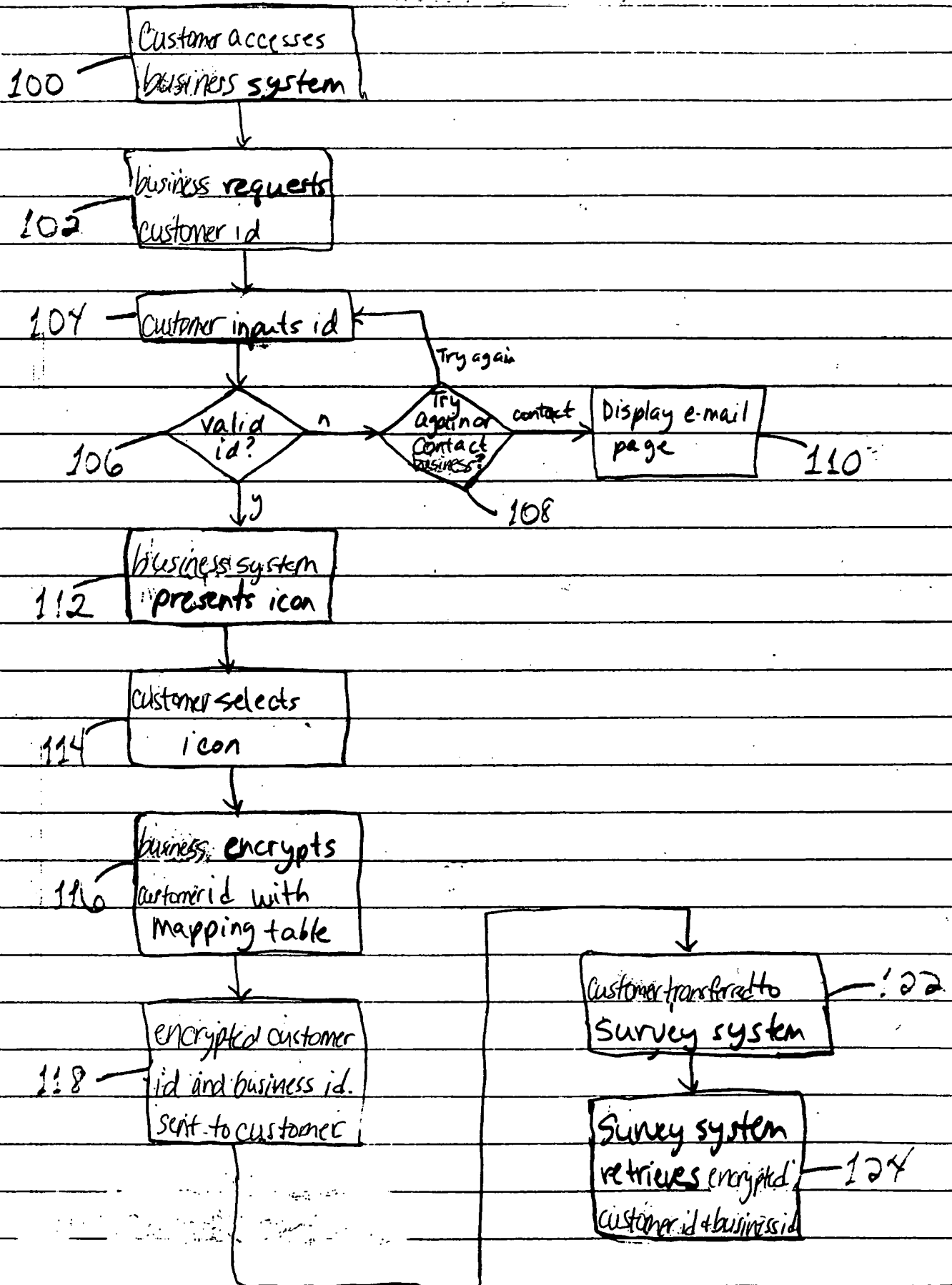
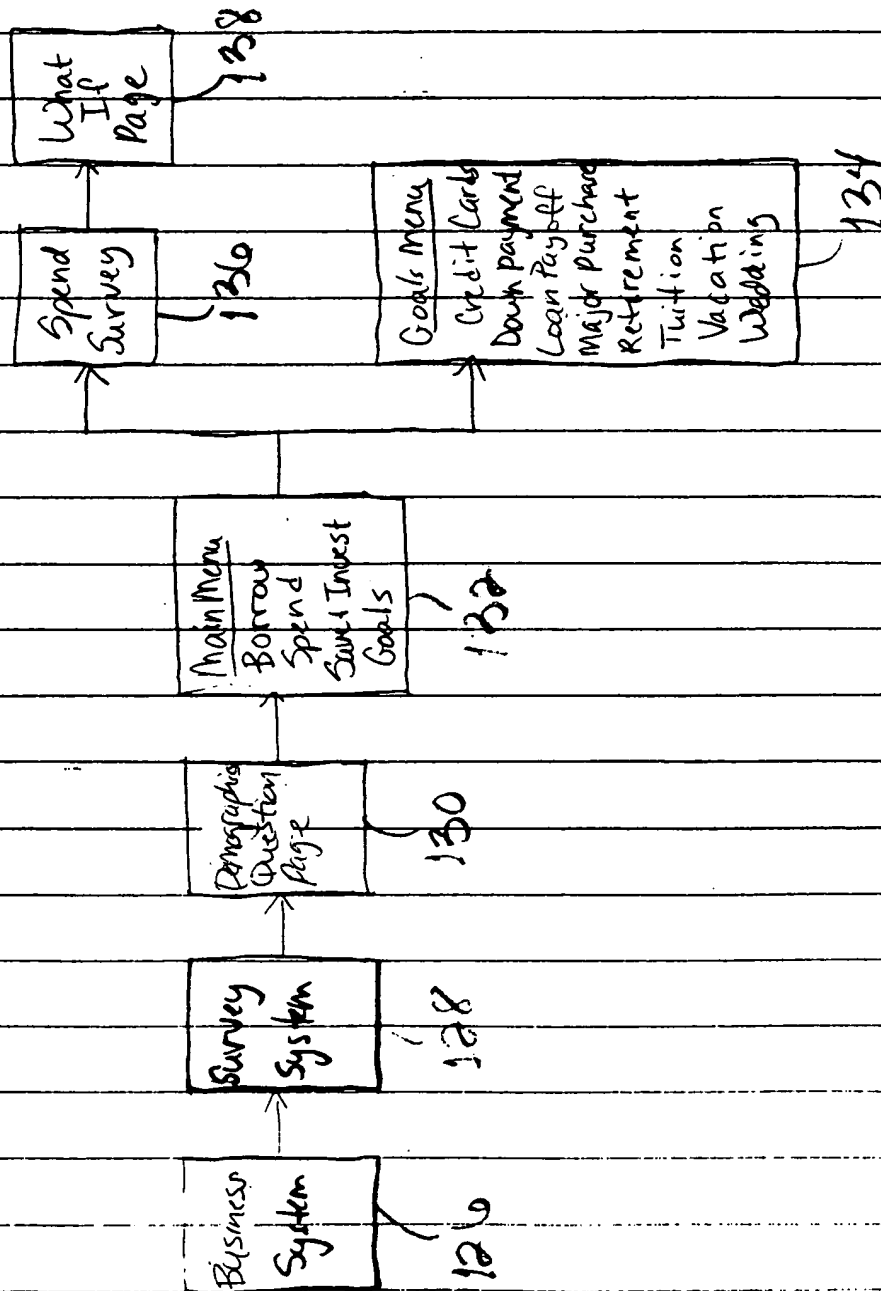
**FIGURE 3**

FIGURE 4a

(continued)

Microsoft Internet Explorer

http://www.moneymatch.com/enter.asp

Money Match

Learn how others spend, borrow and save their money and set your financial goals!

502 BORROW 504 SPEND

506 IF YOU SAVE 508

10% complete, 06/23/1998 — 510

500

Bank

Your ad here!

100% Money Match

FIGURE 46

ENTER CURRENT INFORMATION	
60,000	60,000
35	35
PLAY WHAT IF'S HERE	
	65
	8
	4
	600
	4,000

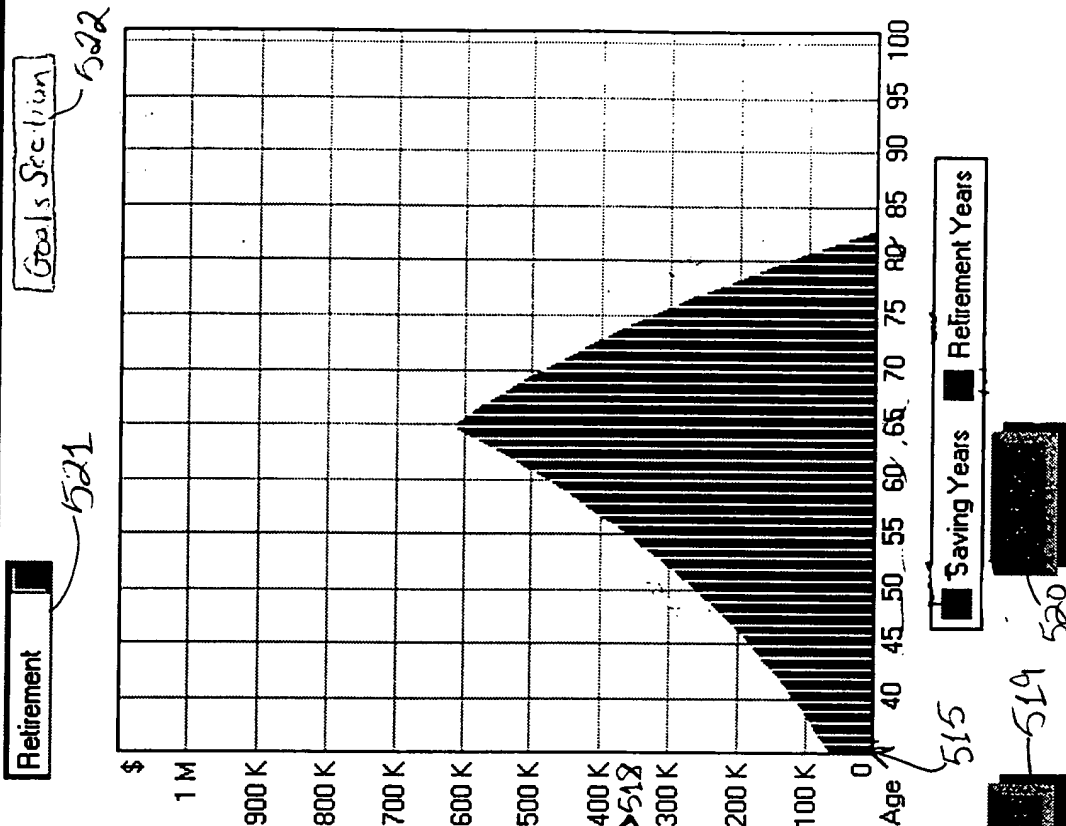


FIGURE 4c



SPEND

MoneyMatch

Spend section

Where does the single largest portion of your after-tax income go?

524

528

526



Credit Cards/
Personal loans



Education/
Tuition



Food/
Clothing



Insurance



Mortgage



Rent



Savings/
investments

???

I don't know

525

Figure 4d



SPEND

MoneyMatch

Spend section

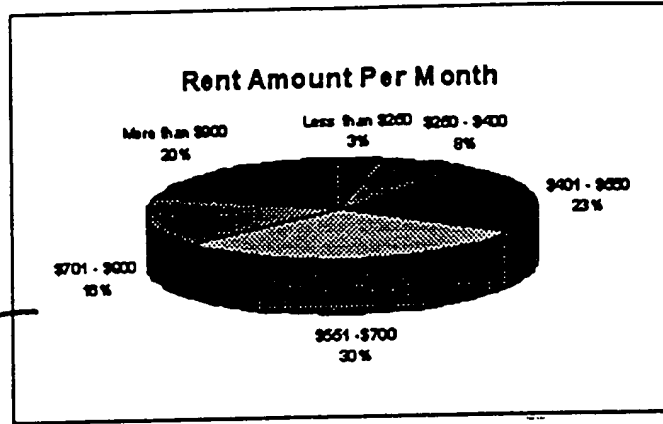
HOW YOU MATCH UP WITH YOUR PEERS

522

538

540

530



519

RENT

ALIVE

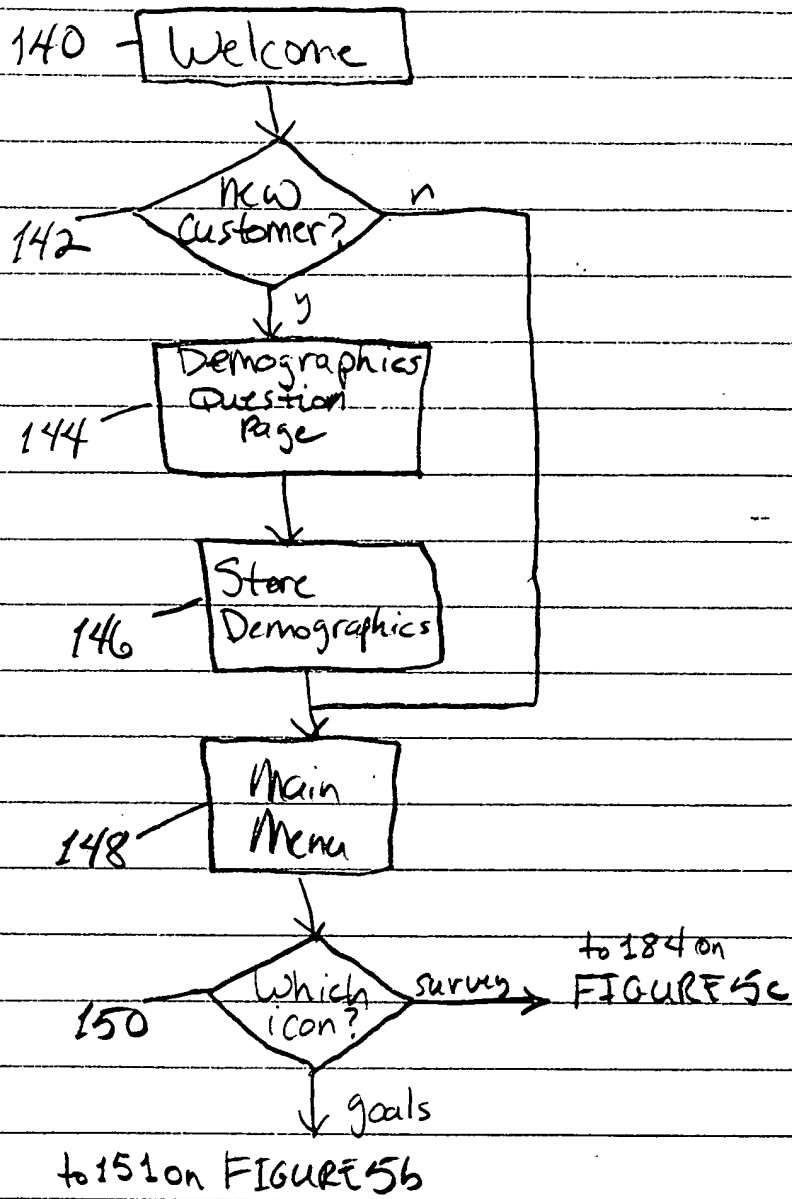
520

The largest portion of people in your peer group have rented for 3 to 5 years, and foresee purchasing a home in 1 to 2 years.

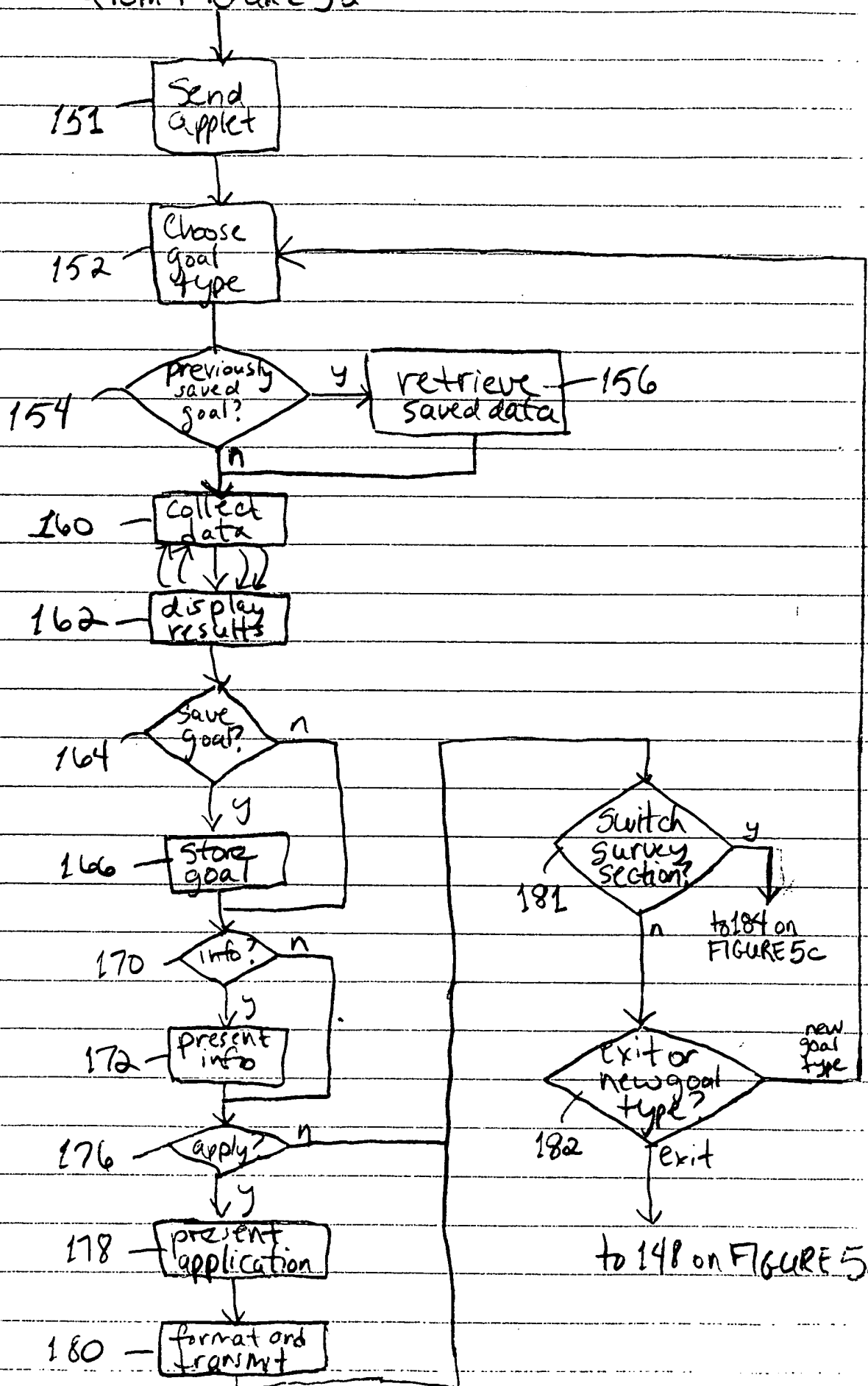
532

FIGURE 4e

FIGURE 4f

FIGURE 5a

from FIGURE 5a

FIGURE 5b

from FIGURE 5a

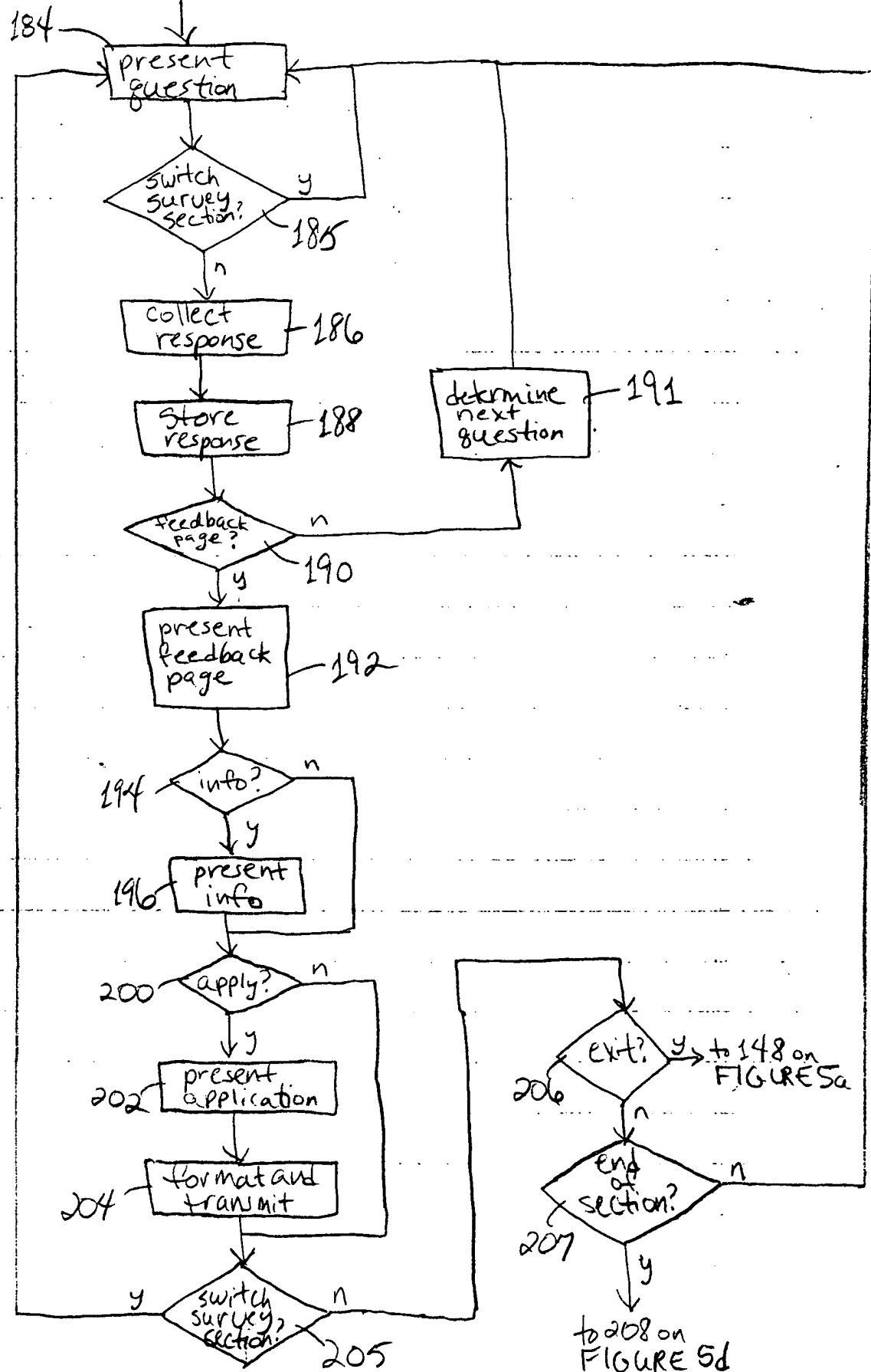
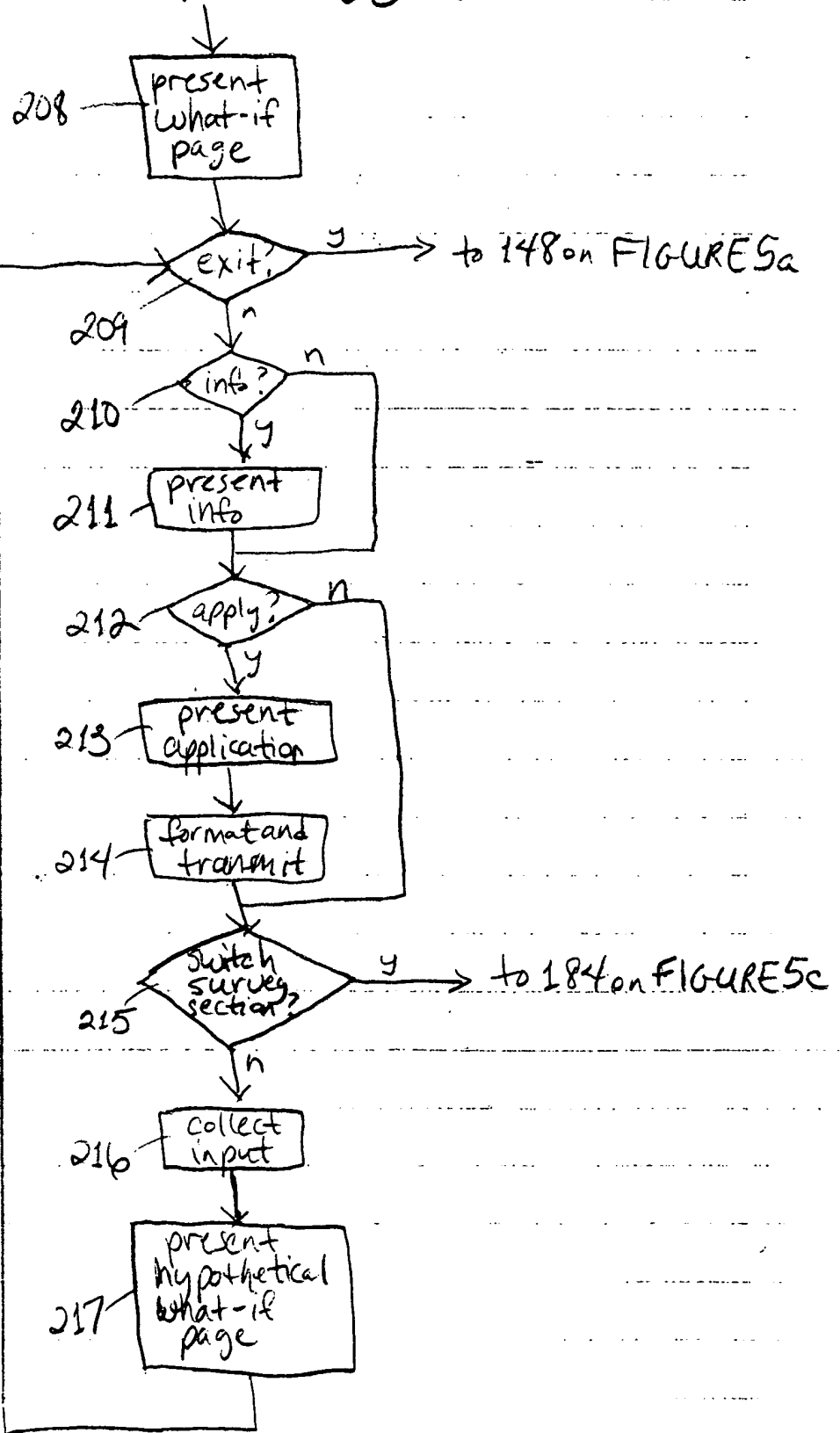


FIGURE 5c

from FIGURE 5c

FIGURE 5d

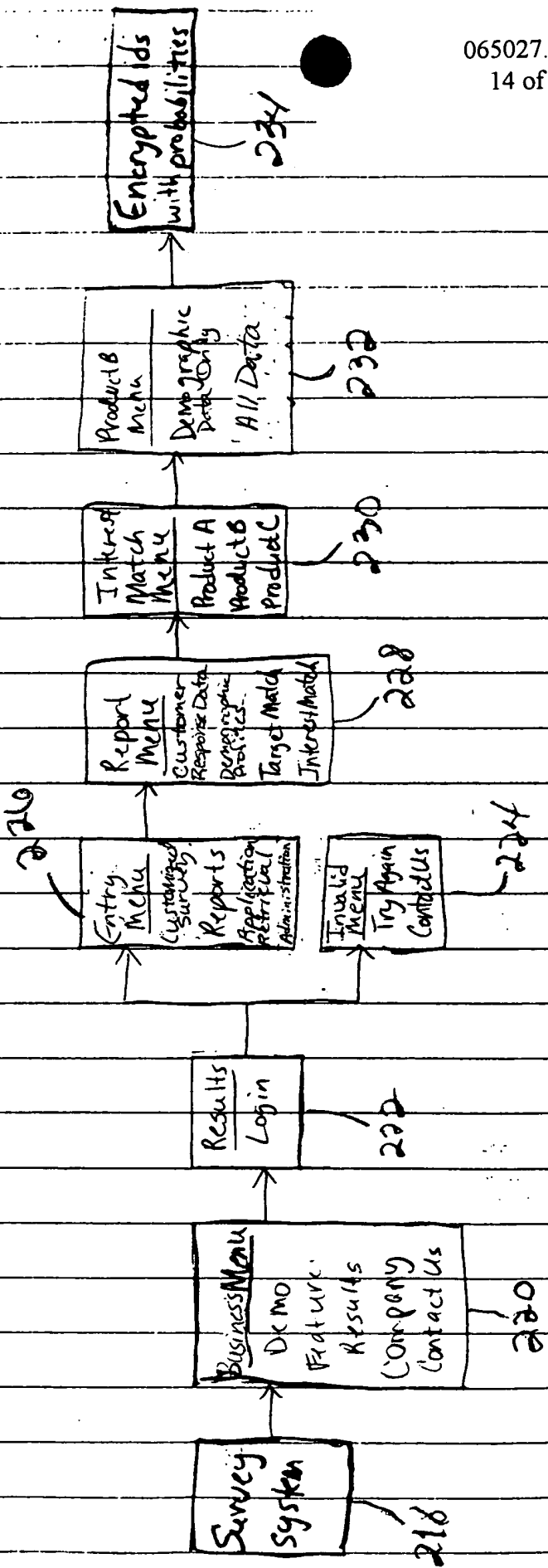


FIGURE 6a

bank's pad

InterestMatch

556 — Results based on All Data

DEBIT CARD — 558

<u>Customer Identification Number</u>	<u>Probability of Purchase</u>	<u>Link to Probability Profile</u>
635891	88%	<u>probability profile 1</u>
215389	59%	<u>probability profile 2</u>
946774	23%	<u>probability profile 3</u>
and so on		

[Note: Individuals who answered ~~that~~ they already have this type of product/service are not included in the report].

Probability Profiles:

<u>Profile Number</u>	<u>Probability</u>	<u>Profile Description</u>
1	88%	Number of Children <= 1 Income <= \$59,999 Enjoy tracking investments = Very Much Dream car = Sports car or Sport Utility Vehicle
2	59%	Gender = Female Education = Post graduate degree Vehicles = American and Foreign Vehicles = Leased Credit card balance = Pay off each month
3	23%	Neighborhood = Suburb or Rural Children => 3 Income Source = Pension Vehicles = American Hobby spending = \$250 to \$500 per month

FIGURE 6b

4/8/98

Target Watch™ Report

Requests from visitors for information about products

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Download as a text file (683 bytes)

Product	This Month			This Year		
	Info	Apply	Submit	Info	Apply	Submit
Credit Cards	(4)	1	0	10	5	2
Loans	0	0	0	2	2	1
Type of Vehicles	2	3	0	7	7	1
Leased Vehicles	0	0	0	0	0	0
Purchased vehicles	0	0	0	0	0	0
Vehicles	1	0	0	1	0	0
No Vehicles	0	0	0	0	0	0
Spending	1	1	0	4	1	0
Rent	0	0	0	0	0	0
Mortgage	0	0	0	1	0	1
Use of Income	0	0	0	1	31	29
Method of Payment	1	1	0	1	3	1
Credit Cards	0	0	0	0	0	0
Debit Cards	0	0	0	0	0	0
Clubs	0	0	0	0	0	0
Hobby	0	0	0	0	0	0
Clothes Shopping	0	0	0	0	0	0
Retirement Plans	1	0	0	1	0	0
Savings	4	4	0	4	4	0
Approach Investments	0	0	0	0	0	0
Level of Risk	0	0	0	0	0	0
Track investments	0	0	0	0	0	0
Savings	0	0	0	0	0	0
Goals	2	1	0	3	2	1

← 600

[MoneyMatch Results](#) | [IgniteSales Home](#) | [Raw Data](#) | [Demographic Profiles](#) | [TargetMatch](#) | [InterestMatch](#)

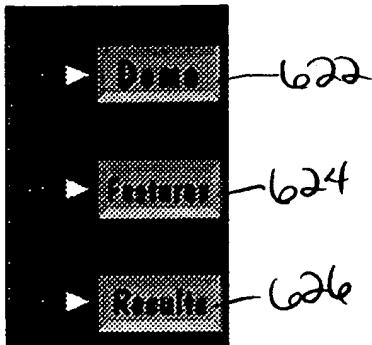
FIGURE 6c

065027.0103

17 of 17

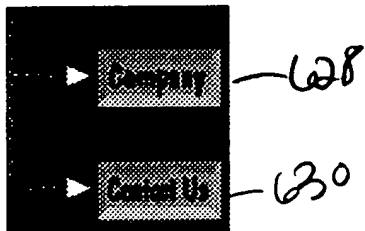
▶ Money Match

WHERE CUSTOMER PROFITING IN FUN AND PROFITABLE



▶ IGNITE SALES

CONNECTING YOUR PRODUCTS TO YOUR CUSTOMERS



↖ 620

FIGURE 60d